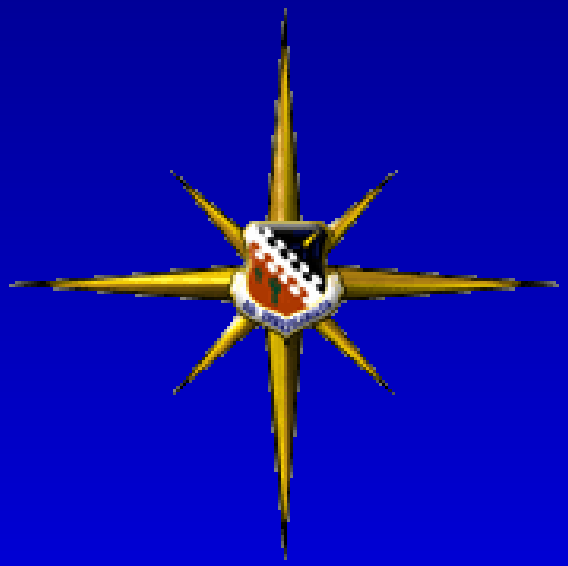


“Change is our #1 Mission”

MG Richard V Reynolds

15 Sep ‘00

Change & Innovation Minute

- **Last Week -**

  "The Guerrilla Fighter Approach to Change"

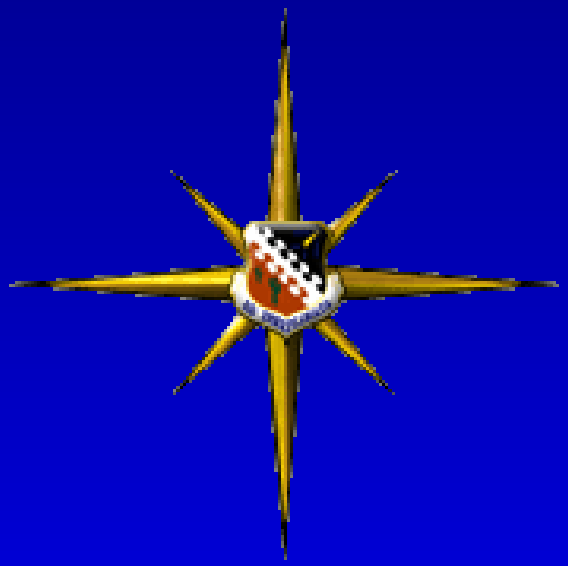
  - Robert Reich "Future of Success"

- **This Week - Identifying & Enrolling Change Resisters**

  Gentle Approach

- **Next Time - Tough Love**

Change & Innovation Minute



Every Organization has Change Resisters

People Who:

- **Are Threatened by Change,**
- **Are Uncomfortable with it,**
- **Can't Manage Its Complexity**

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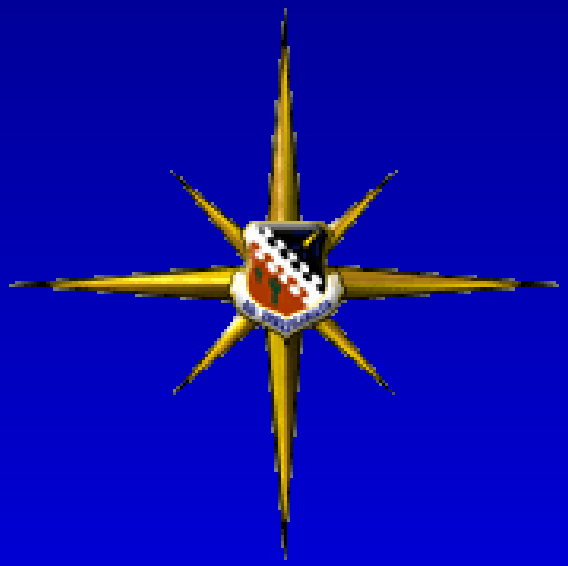

How to Identify & Deal with Them?

- Listen to What they Say
- Approach Gently
  - Reaffirm
  - Show Change is Constant
  - Maintain the Function of the Organization
  - Offer Opportunity to Enroll

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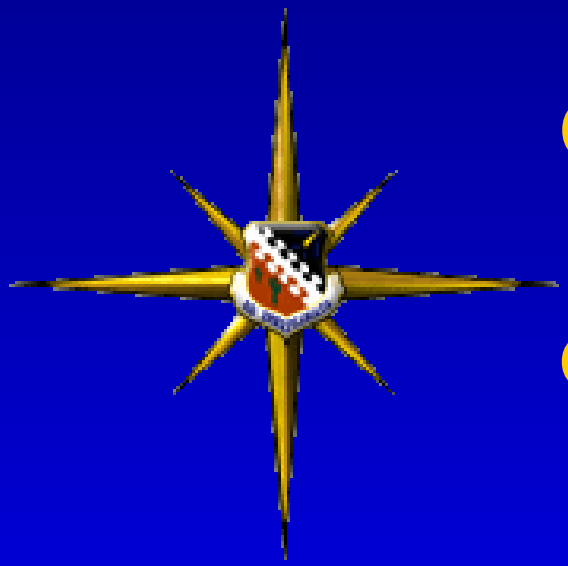
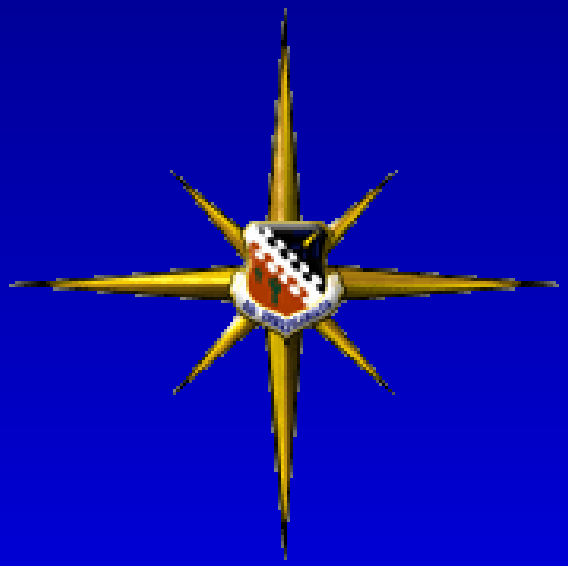


Gentle Approach :

- Reaffirm What's Not Changing
  - Respect the Institution
    - Traditions, Symbols, Ceremonies
  - Respect the Employees
    - Their Contribution to the Organization

Change & Innovation Minute



- Show Change is Constant
  - Dramatic Change Can Overwhelm
  - Boiled Down There Are Only 2 - 3 Important Things to Do
- Maintain the Function, If Possible
  - Don’t Change Everything @ Once